



Swimming | Boating | Severe Weather | Heat Stress

Summer Grilling | Travel & Traffic | Water Sports



Outdoor Activities | Extreme Sports | Home Repairs

Hurricane Season | Off-Road Driving | Motorcycle Riding



*Live to play ...  
Play to live ...*

Welcome to the Naval Safety Center's **"Critical Days of Summer 2008"** campaign. We've developed this media kit to help you kick off your events in support of the Critical Days of Summer time period from Memorial Day weekend to Labor Day weekend. The goal of the campaign is to help Sailors and Marines recognize and manage the risks inherent in many summertime activities.

This kit can be customized to help you plan a comprehensive campaign that addresses a number of off-duty activities such as swimming, biking, boating, and many other summer-related events. It contains samples, hand-out materials and statistical charts, as well as links to presentations and promotional items such as awareness posters and multimedia products. To make your campaign planning easier, you may download the information onto your command's letterhead, or you can reproduce the materials to hand out at your next safety stand-down.

For more information and resources, visit [www.safetycenter.navy.mil/toolbox/](http://www.safetycenter.navy.mil/toolbox/). This site will be updated throughout the summer and provide links to more prevention programs, campaign strategies, and press releases for your local publications. At the end of your campaign, we invite you to share your success stories or let us know how we can help improve your next campaign by completing the Feedback Sheet.

Most importantly, this kit gets at the heart of the matter by reminding every Sailor, Marine and civilian of the powerful influence they have in keeping their friends safe and personally preventing tragic loss of lives.

We encourage you to use this material and develop your own **"Critical Days of Summer"** campaign that will begin Memorial Weekend Friday, May 25 and will end Labor Day, September 3. Together, we can make a real difference by being there for each other.

**"Critical Days of Summer"** Committee  
Naval Safety Center



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# • *“Critical Days of Summer 2008”*

## *Themes*

- Campaign and Programming Ideas
- Tips for Publicizing Your Events
- Sample Speech for the “Critical Days of Summer 2008” Kickoff
- Sample Press Release
- Sample Media Advisory
- Internet Contact and Resources
- We Want Your Feedback



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Several themes have been developed to help you plan your “critical days of summer” campaign. Download the informational articles and run one each week in your base newspapers. Use them throughout this four-month campaign. Bring them up in your command newsletters and during morning quarters. Make them topics of conversation when speaking with junior Sailors and Marines. Encourage them to share this information with family members. Additional resources will be posted to the Naval Safety Center website and made available via the Safetyline newsletter. When the campaign has ended after Labor Day in September, we’ll post a wrap-up. Please visit us at

Sign up to receive Safetyline at [www.safetycenter.navy.mil/safetyline/](http://www.safetycenter.navy.mil/safetyline/)



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# AWARENESS CAMPAIGNS

- Hang posters in residence halls, in ship cafeterias, and on bulletin boards to advertise the increased safety awareness during high-risk times.
- Distribute information about command policies and local state laws during safety stand-downs and GMTs.
- Design a risk-assessment checklist, leave and liberty checklist, Sailor/Marine-CO safety agreement.
- Make public-service announcements (broadcast or print) at command events and Navy media outlets such as the Armed Forces Radio Television Service, Navy-Marine Corps News, SITE system, as well as Plan of the Day/Week, base/command papers, and e-mail broadcasts.
- Include safety messages on e-mail signature line.
- Set up information booths in well-traveled spots in your command. Vary the materials according to appropriate themes during the campaign season.
- Post statistics, trackers, event/campaign pictures on your website and update regularly.



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## SOCIAL ACTIVITIES

- Hold “mocktail” contests. Ask personnel to showcase their “no-spirit recipes.”
- Offer weekly alcohol-free events.
- Sponsor a Summer Safety Challenge, similar to the show “Survivor.”
- Sponsor an Impaired Driving Prevention Olympics.
- Bring an impaired driving simulator on base.
- Create a command safe ride program.
- Partner with a safe community coalition to host a Summer Safety Fair.

## EDUCATIONAL PROGRAMS

- Bring in a guest speaker or a victim of an impaired driving crash (survivor or family).
- Invite first responders, fire-rescue, or law-enforcement personnel who have gone to crash or incident sites. Have them discuss how these incidents could have been prevented.
- Schedule your commanding officer, safety officer, or PAO to appear on your local community channels to reach out to family members, friends, and local community in keeping everyone safe.

## PROMOTIONAL MATERIALS

- Sometimes the most effective marketing is the “off the wall” strategy that gets people talking. Try these promotional items to advertise your programs and/or promote your message:
  - + Computer screen savers
  - + Door knob hangers
  - + Car trash bags
  - + Car air fresheners
  - + Music CDs (ask your talented members to write music about safety)
  - + Mock funeral—Check out a presentation called *Operation Brother's Keeper*:  
<http://www.safetycenter.navy.mil/presentations/ashore/motorvehicle/obk.htm>
  - + Mock trial



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## Here are some tips on how to publicize your event(s) all summer long.

**PRESS RELEASE** Develop a press release about your local “Critical Days of Summer” campaign, customized with local statistics and quotes from key players. Consider using the sample release (download from [www.safetycenter.navy.mil/toolbox/](http://www.safetycenter.navy.mil/toolbox/)). Limit the press release to two pages; one page is ideal. Send your press release to your local paper or publication editor approximately two weeks prior to the event via e-mail (the fastest way) or fax. Always follow up with a phone call. For military-wide publications, send release to regional base newspapers.

**MEDIA ADVISORY** For local publicity, send a media advisory to invite members of all media outlets (TV, radio, newspapers) to cover your event(s) or attend a press conference. Advisories should be sent at least two days before the event(s). Provide press kits to the reporters when they arrive. Mail kits to those who do not attend the same day. Press kits should include campaign background information, event news release, biographies of key players, and event schedules. List the command point of contact with phone number and e-mail address.

**INTERVIEWS** If interviews are given, repeat the most important message as often as possible. Prepare yourself or the command spokesperson with local statistics or facts to show the seriousness of off-duty mishaps in your area and the cost to the Navy and Marine Corps. Work with your command PAO in developing key communication points. Arrange for subject-matter experts to be available for comments.

**WEBSITE MARKETING** Advertise or promote your event(s) on your command website or request publicity on other commands’ websites. Offer press kits, feature articles, and other downloadable files.

**PRESS RELEASE POST-EVENT** After the event/promotion/campaign, send a wrap-up press release to the same media distribution list to highlight successes stories and other significant results.





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## Sample Speech

One of the greatest challenges facing the military is the large number of deaths and injuries caused by preventable automobile and recreation mishaps. In summer 2007, 43 Sailors and Marines died in off-duty mishaps, ranging from drowning, motorcycle and off-road accidents, and motor-vehicle crashes.

Thank you for joining us today to help encourage an all-hands effort in promoting a vigilant safety campaign during the summer months. Most of you will be spending more time outdoors and enjoying the warm weather with your friends and families. We know you all want to play hard, but also live to play another day. Be the one to say, "I'll take you home," or "Rest before you go." You may prevent a tragic loss or severe injury.

As members of the Armed Forces, we have the responsibility to prepare ourselves for combat. Here at home, we have a mission on a more personal level: To be there for each other in helping ourselves, our friends, and other members of our community to prevent tragedies that can occur when people don't manage risk.

Make a commitment - today - to lead by example. Show your friends, co-workers, neighbors, and families that summer is for having fun - not for mourning a loss of a loved one. During this campaign, and throughout the year, emphasize the smart decision making skills that will help make sure this summer more enjoyable for you, your co-workers, and your families.

**NOTE:** Consider personalizing your speech with local statistics that apply to your audience. Check the Naval Safety Center Executive Summary at [www.safetycenter.navy.mil/execsummary/](http://www.safetycenter.navy.mil/execsummary/) for current statistics and trends.

**SUGGESTED USES FOR THIS SPEECH:** Safety Stand-downs      All-Hands Meetings  
Campaign Kickoff      Morning Quarters  
Captain's Call

Visit [www.safetycenter.navy.mil/ashore/motorvehicle/toolbox/](http://www.safetycenter.navy.mil/ashore/motorvehicle/toolbox/) for tools and checklists.





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## Sample Advance Press Release

FOR IMMEDIATE RELEASE: *[Insert Date]*

CONTACT INFORMATION: *[Name, phone number, cell number, e-mail]*

### Critical Days of Summer 2008

[CITY, STATE, DATE] – Having fun is what summer is all about. People will be heading off to beaches, cook-outs, and campgrounds. This season, *[name of command/unit/squadron]* is helping Sailors and Marines take care of each other by encouraging co-workers, families, and friends to make the summer season fun, make it safe, and then, make it home!

The “Critical Days of Summer,” the period between Memorial Day weekend and Labor Day, poses the potential for greater risks. It's a period when many service members transfer since school is out (hence, more families are on the road traveling between duty stations); it's when service members visit family and loved ones and often travel longer periods than they should without rest or a break; and it's also a time for beach parties, cookouts and summer parties, which often combine alcohol consumption, hot weather, and high risk activities.

Naval Safety Center statistics from the past decade indicate that in some years, one-half of the total Navy and Marine Corps traffic deaths occurred during the “Critical Days of Summer.” The following primary factors continue to cause most motor-vehicle fatalities: driving under the influence, excessive speed, not wearing a seat belt or using personal protective equipment, and losing control of vehicle.

During the summer of 2007, 43 Sailors and Marines died in off-duty mishaps.

Rear Adm. Arthur J. Johnson, commander of the Naval Safety Center, emphasizes that “every Sailor, Marine, and civilian must do his or her part to make this year’s campaign a success. Make a plan to stay safe while enjoying recreational and off-duty events. We’re counting on you to know the statistics so you don’t become one.”

Sailors, Marines, and civilians at *[name of command/unit/squadron]* are encouraging everyone to be aware of the risks associated with the “Critical Days of Summer” and incorporate risk management into their plans. The potential for injury often is overlooked in anticipation of beach parties, suntans and cookouts. By reminding our Sailors and Marines of these risks, we help to preserve our most valuable asset: our human resources.

Contact *[name of campaign coordinator]* at *[name of command/unit/squadron]* for more information about what activities are taking place, and how you can take care of yourself and your friends.

# # #



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The websites below will link you to other military and government web sites that can further assist you in preparing your "Critical Days of Summer" campaign. This is not an endorsement of specific materials, information or companies. The Naval Safety Center is not responsible for content furnished by these agencies. For more information on our products and services, visit [www.safetycenter.navy.mil](http://www.safetycenter.navy.mil)

## **MILITARY SAFETY CENTERS**

**Air Force Safety Center**

<http://afsafety.af.mil/>

**Army Combat Readiness Center**

<http://www.uscg.mil/hq/g-w/g-wk/index.htm>

**Marine Corps Safety Division**

<http://hqinet001.hqmc.usmc.mil/sd/index.htm>

## **MILITARY AND GOVERNMENT RESOURCES**

**Navy Region, Mid-Atlantic Virginia Beach Safety Storefront**

<http://www.nasoceana.navy.mil/Safety/>

**Navy Alcohol and Drug Prevention Program**

<http://navdweb.spawar.navy.mil/>

**Recreational Boating Safety**

<http://www.uscgboating.org/>

**Rip Current Safety**

<http://www.ripcurrents.noaa.gov>

**Outdoor Recreational Safety**

<http://www.fs.fed.us/recreation/safety/>

**Prepare for Severe Weather**

<http://www.firstgov.gov/Topics/weather.shtml>

**Traffic Safety**

<http://www.nhtsa.dot.gov>

**Food Safety and Food-borne Illnesses**

[http://www.nps.gov/public\\_health/inter/faqs/faq\\_food.htm](http://www.nps.gov/public_health/inter/faqs/faq_food.htm)

**Disaster Preparation and Prevention**

<http://www.fema.gov/library/prepandprev.shtm>

**Home and Community Safety**

<http://www.consumer.gov/yourhome.htm>



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## **NATIONAL SAFETY RESOURCES**

Highway Safety – Governors Highway Safety Association

<http://www.statehighwaysafety.org/>

Safety and Health – National Safety Council

<http://www.nsc.org/>

Virginia Department of Alcohol and Beverage Control

[http://www.abc.state.va.us/Education/brochures\\_and\\_other\\_resources.htm](http://www.abc.state.va.us/Education/brochures_and_other_resources.htm)

Motorcycle Safety Foundation

<http://www.msf-usa.org/>

All-Terrain Vehicle Safety Institute

<http://www.atvsafety.org>

Mothers Against Drunk Driving

<http://www.madd.org/home/>

The Hero Campaign – Be A Designated Driver

<http://www.herocampaign.org>

Traffic Education and Safety Tips – Stay Safe and Drive Smart

<http://www.csaa.com/global/articleindex/0,1407,1004040000,00.html>

Stay Alive From Education – “Street Smart Paramedics”

<http://www.safeprogram.com/military.htm>

Summer Safe, Not Sorry – Underwriters Laboratories, Inc.

Window Covering Safety



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The Naval Safety Center **"Critical Days of Summer"** committee is interested in the success of your safety campaign events. Please complete this form so we can learn about what you did and if the information in this kit helped your programming process. Your input will help us to develop future campaign materials. Please attach any additional comments.  
*Please type or print all responses.*

Name of Organization: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Tell us how you used the **"Critical Days of Summer"** Media Kit.

What parts of the **"Critical Days of Summer"** campaign materials were most helpful?

What can we include in next year's media kit to better support your local efforts?

Did you use the **"Critical Days of Summer"** website at [www.safetycenter.navy.mil](http://www.safetycenter.navy.mil)?    Yes    No  
If yes, what materials did you find most helpful in planning your campaign?

If no, why not?

**Fax feedback sheet 757-444-6791 (DSN 564) or e-mail comments to [NRFK\\_SAFE\\_PAO@navy.mil](mailto:NRFK_SAFE_PAO@navy.mil)**  
**To mail: Naval Safety Center, Communications and Marketing Department | ATTN: CDS06Feedback | 375 A Street, Norfolk, VA 23511-4399**

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